

LYNN LE

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PROFESSIONAL SUMMARY

Business Analytics graduate who brings structure and visibility to cross-functional work. Led a 7-person client consulting team across three workstreams to deliver a roadmap to BGIS's APAC People & Culture executive, coordinated a 100 registration event across events, partnerships and design teams, and built and tracked Codrops' sponsorship pipeline from zero. Pairs coordination with analytics: tracks actions and metrics at every stage, turns activity data into reports that support decisions, and understands from the retail floor how promotions land with customers.

KEY SKILLS

Event Coordination	Performance Reporting & Dashboards	Multi-Workstream Management
Discovery & Qualification Calls	Delivering tracking	Market Research & ICP Mapping
Stakeholder Management	Project & Time Management	Data-to-Insight Translation

EMPLOYMENT

[Sidekick \(YC S26\)](#) - AI Automation Start-up June 2026 - Current
Business Development Representative Intern Remote

- Tracked ~300 B2B leads through multi-touch email, LinkedIn and phone sequences over 3 months, maintaining accurate status and follow-up records that generated 11 qualified meetings (~4% meeting rate).
- Segmented outreach across manufacturing, auto dealership and retail verticals, tailoring messaging to each segment's operational pain points.

[Deakin University \(BGIS Client Project\)](#) Mar 2024 - Current
Consultant Intern Melbourne

- Led a 7-person consulting team across three analysis streams, corporating client feedback and presentation timelines to deliver a three-stage margin recovery roadmap to BGIS's People & Culture APAC executive.

[Codrops](#), - Frontend Dev & UX/UI Publication Mar 2024 - Current
Partnership Associate Remote

- Built end-to-end sponsorship pipeline from scratch: sourcing leads from YC, Product Hunt, and LinkedIn, writing personalised outreach sequences and converting prospects into signed sponsors.
- Ran discovery conversations to assess sponsor fit, budget, and buying readiness, qualifying out poor-fit leads early to protect pipeline quality.

[SW Education](#), - Education & Career Services Aug 2025 - Nov 2025
Digital Marketing Intern Melbourne

- Coordinated end-to-end campaign planning and execution for Elite TALKS 2025, a flagship career event series, across events, partnerships and design teams, managing competing priorities and stakeholder timelines to drive 100 registrations and a 20% uplift in engagement.
- Scheduled and delivered multi-channel communications across Facebook, Instagram, LinkedIn and email, lifting average post reach by 18% and click-through rate by 12%.

[Kim Beauty Warehouse](#), - Korean Cosmetic Warehouse Mar 2025 - Mar 2026
Sales Consultant Melbourne

- Delivered consultative, personalised product recommendations to 100+ customers daily in a high-intensity retail floor, lifting repeat purchases by 12% over three months.
- Maintained visual merchandising across 100+ SKUs, uplifting impulse sales by 15%.

[The Muse Crochet](#), - Small Business Nov 2024 - Mar 2025
Sales & Customer Experience Associate Melbourne

- Served as the primary point of contact for customer enquiries across Instagram DMs, comments, and direct messages, responding to product questions, order concerns, and feedback in a timely and on-brand manner. Led Instagram and Facebook campaigns and conducted A/B-style content testing, increasing digital engagement by 25% and foot traffic by 20%.

EDUCATION

Deakin University 2024 – 2026
Bachelor of Business Analytics

- Grade:** 83/100 (High Distinction) - Recipient of Deakin International Student Merit Scholarship.
- Activities:** B&L Peer Mentor | DUSA Crew | Finance Officer, MOVSA

CERTIFICATION & EXTRACURRICULARS

[L'Oréal Brainstorm 2026](#) May 2026
[Watt The Hack \(by MLAI x Monash DeepNeuron\)](#) June 2026
[AI Agentic Hackathon \(by GenFund AI\) \(Founder's Track - Top 20/150\)](#) July 2026

TOOLS

Tools: Salesforce | HubSpot | LinkedIn Sales Navigators | Figma | Jira | Canva | Oracle | Python